

## **DETAILED ACTION**

### ***Examiner's Amendment***

1. Authorization for this examiner's amendment was given in a telephone interview with George M. Macdonald on May 21 2008.
2. Claims 19 and 20 have been cancelled in this Examiner's Amendment.

### ***Allowable Subject Matter***

3. Claims 16-18, 22-24, 28-33, 35-37 are allowed over prior art.
4. The following is an examiner's statement of reasons for allowance:

The closest prior art of record is U.S. Pat No. 6,234,694 to Brookner and U.S. Pat No. 6,389,327 to Thiel.

Brookner discloses a postage and ad printing system that is capable of printing an ad slogan on an operator defined area on an envelope with the postage indicia and determines whether it can properly be printed.

Thiel discloses a postage printing system where the addressing information and the franking information are printed through two different physical passes.

As per claim 16 and 22, 28, 31 and 35 the closest prior art of record fails to teach or suggest using a scanner to detect distinguishing characteristic of the envelope to decide an orientation of the envelope for printing an ad slogan and bypass the printing pass the orientation does not match the intended orientation. Claims 17-18 depends on claim 16 and thus are allowable for the same reason. Claims 23-24 depends on claim

22 and thus are allowable for the same reason. Claims 29-30 depends on claim 28 and thus are allowable for the same reason. Claims 32-33 depends on claim 31 and thus are allowable for the same reason. Claims 36-37 depends on claim 35 and thus are allowable for the same reason.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROB WU whose telephone number is (571)272-3136. The examiner can normally be reached on Mon-Fri 8-5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on (571)272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/R. W./

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/JOHN W HAYES/  
Supervisory Patent Examiner, Art Unit 3628